	A	B	I	J	K	L	M	N
1			1991			1991		
2			Original			Current		
3			Projection			Projection		
4								
5		OPS Summary						
6							0	none
7								
8		Total OPS - Fundraising				0		
9								
10							0	none
11								
12		Total OPS - WER Publishing				0		
13								
14							25,000	HLR
15							4,800	JB
16							0	other
17								
18		Total OPS - WER Editorial				29,800		
19								
20							0	none
21								
22		Total OPS - WER Research				0		
23								
24							3,000	?
25								
26		Total OPS - WER Production				3,000		
27								
28							0	none
29								
30		Total OPS - MacSUB Fulfillment				0		
31								
32							0	none
33								
34		Total OPS - Circulation				0		
35								
36							0	none
37								
38		Total OPS - Books & Projects				0		
39								
40		*Grand Total OPS:*				*32,800*		
41								
42								

Add bonuses

	A	B	I	J	K	L	M	N
43		Pay Summary						
44							32,846	KT
45								
46		Total Pay - Director				32,846		
47								
48							8,925	none
49								
51		Total Pay - Biz Mgr.						
52								
53							2,550	KJ
54							1,275	Other
55								
56		Total Pay - Pre-Project				3,825		
57								
58							17,850	CG
59								
60		Total Pay - Accountant				17,850		
61								
62							~~7,650~~	SRF
63							4,700	KG
64								
65		Total Pay - Office				12,350		
66								
67							0	none
68								
69		Total Pay - Fundraising				0		
70								
71							~~1,275~~	SRF
72								
73		Total Pay - Back Issue Fulfillment				1,275		
74								
75							638	~~SRF~~ ?
76								
77		Total Pay - Back Issue Promotion				638		
78								
79							~~1,275~~	SRF
80								
81		Total Pay - Books etc. Fulfillment				1,275		
82								
83							638	~~SRF~~ ?
84								
85		Total Pay - Books etc. Promotion				638		
86								
87							12,750	KJ
88								
89		Total Pay - WER Publishing				12,750		
90								
91							8,500	JE
92							24,161	RN
93							12,750	SS
94							0	Other
95								
96		Total Pay - WER Editorial				45,411		
97								
98							15,300	DB
99								
100		Total Pay - WER Research				15,300		
101								
102							12,750	JE
103							16,575	KO
104							15,300	JD
105							10,200	DR
106							3,188	HR
107							0	Other
108								
109		Total Pay - WER Production				58,013		
110								
111							17,625	KG
112							~~8,925~~	SRF
113							3,600	JM
114							0	Other
115								
116		Total Pay - MacSUB Fulfillment				30,150		
117								

10,200 (16%)

5,100 (8%)

3,187.50 (5%)

3,187.50 (5%)

	A	B	I	J	K	L	M	N
118							22,950	PK
119							5,875	Other
120								
121		Total Pay - WER Circulation				28,825		
122								
123							0	?
124								
125		Total Pay - WER Circ.-Related Production				0		
126								
127							18,500	PK
128								
129		Total Pay - Chronicle				18,500		
130								
131							121	KJ
132							0	RN
133							0	JE
134								
135		Total Pay - HNH Pre-Project				121		
136								
137							1,339	RN
138							701	DB
139								
140		Total Pay - HNH Editorial & Research				2,040		
141								
142							765	JE
143							1,084	KO
144							829	JD
145							94	Other
146								
147		Total Pay - HNH Production				2,772		
148								
149							701	KJ
150								
151		Total Pay - HNH Project Management				701		
152								
153							0	none
154								
155		Total Pay - _____				0		
156								
157							0	none
158								
159		Total Pay - _____				0		
160								
161							0	none
162								
163		Total Pay - _____				0		
164								
165		*Grand Total Pay:*				*294,204*		
166								
167								
168								

← Unclassifieds

	A	B	I	J	K	L	M	N
169		*SUMMARY OF DIRECT PAYROLL OVERHE*						
170		Pct of Payroll added for Workers Comp:	1.20%			1.20%		
171		Pct of Payroll added for Payroll Taxes:	9.80%			9.80%		
172		Pct of Payroll added for Vacation/Holiday I	6.60%			6.60%		
173		Pct of Payroll added for Medical Benefits:	1.90%			1.90%		
174		Pct of Payroll added for Other Benefits:	0.00%			0.00%		
175		*Pct of Payroll added for All Direct O/H:*	*19.50%*			*19.50%*		
176								
177								
178		**Corporate Department Summar**						
179								
180		*CORPORATE INCOME*						
181		Misc. Royalty Income	2,000			2,000		
182		Interest Income	6,000			6,000		
183		Sale of Assets	0			0		
184		Misc. Income	3,000			3,000		
185								
186		*Total Misc. Corporate Income*		*11,000*			*11,000*	
187								
188		Contributions General/WER	12,000			12,000		
189		Contributions Corporate & In-Kind	0			0		
190								
191		*Total Contributions Gen'l/WER Income*		*12,000*			*12,000*	
192								
193		Back Issue/Direct Sales	12,000			12,000		
194								
195		*Total Back Issue/Direct Sales Income*		*12,000*			*12,000*	
196								
197		Books, etc. Sales	20,000			20,000		
198								
199		*Total Book & Postcard Income:*		*20,000*			*20,000*	
200								
201		*TOTAL CORPORATE INCOME*			*55,000*			*55,000*
202								
203		*CORPORATE EXPENSES*						
204		Director Pay	32,846			32,846		
205	?	Business Manager Pay	26,000			8,925		
206		Pre-Project Pay	5,000			3,825		
207	?	Accountant Pay	0			17,850		
208	?	Office Pay	36,000			12,350		
209		Corporate Staff Direct Payroll O/H	19,470			14,780		
210								
211		*Total Corporate Staff Payroll*		*119,316*			*90,576*	
212								
213		Building Rent	40,875			40,875		
214		Container Rent	2,640			2,640		
215		Building Maintenance	2,000			2,000		
216		Utilities	3,500			3,500		
217		Telephone	7,000			7,000		
218		Postage & FAX	10,000			10,000		
219		Insurance (Other Than Workers Comp)	2,000			2,000		
220		Taxes (Other Than Payroll)	3,500			3,500		
221		Office and Computer Supplies	10,500			10,500		
222		Equipment Rental, Maintenance & Supplies	5,000			5,000		
223	?	Furniture	0			0		
224	?	Moving/Office Renovation Expenses	0			0		
225		Misc. Admin Expenses	4,000			4,000		
226		Misc. Operating Expenses	1,500			1,500		
227		Depreciation	11,500			11,500		
228		Amortization	5,000			5,000		
229		WELL Repay Expenses	0			0		
230		Reserve	25,000			25,000		
231								
232		*Total Operating Expenses*		*134,015*			*134,015*	
233								
234		Legal, Professional & Copyright	1,500			1,500		
235		Interest & Penalties	2,000			2,000		
236		Bank Service Fees	600			600		
237								
238		*Total Other Administrative Expenses*		*4,100*			*4,100*	
239								

	A	B	I	J	K	L	M	N
240		Fundraising Pay	0			0		
241		Fundraising OPS	0			0		
242		Contributions Gen'l/WER Expenses	0			0		
243		Contributions Corporate & In-Kind Expense	0			0		
244		Fundraising Direct Payroll O/H	0			0		
245								
246		*Total Contributions/Fundraising Expenses*		*0*			*0*	
247								
248		Purchase of Back Issues	0			0		
249		Pay for Fulfillment of Back Issues	0			1,275		
250		Pay for Promotion of Back Issues	0			638		
251		Fulfillment Expenses for Back Issues	0			0		
252		Postage for Back Issues	0			0		
253		Credit Card Discount - Back Issues	0			0		
254		Change in Inventory - Back Issues	0			0		
255		Back Issue Sales/Fulf. Direct Payroll O/H	0			373		
256								
257		*Total Back Issue/Direct Sales Expenses*		*0*			*2,285*	
258								
259		Purchase of Books etc.	9,600			9,600		
260		Pay for Fulfillment of Books etc.	0			1,275		
261		Pay for Promotion of Books etc.	0			638		
262		Fulfillment Expenses for Books etc.	2,800			2,800		
263		Promotion Expenses for Books etc.	0			0		
264		Postage for Books etc.	0			0		
265		Credit Card Discount - Books etc.	0			0		
266		Change in Inventory - Books etc.	0			0		
267		Books etc. Sales/Fulf. Direct Payroll O/H	0			373		
268								
269		*Total Book etc. Sales Expenses:*		*12,400*			*14,685*	
270								
271		*TOTAL CORPORATE EXPENSES*			*269,831*			*245,662*
272								
273		*CORPORATE DEPARTMENT NET*			*-214,831*			*-190,662*
274								
275								
276								

	A	B	I	J	K	L	M	N
277		**WER Department Summary**						
278								
279		*WER INCOME*						
280		Renewal Subscription Sales	411,600			411,600		
281		New Subscription Sales	0			0		
282		Change in Sub Liability	0			0		
283								
284		*Total Subscription Income:*		*411,600*			*411,600*	
285								
286		Direct Distribution Sales	81,500			81,500		
287		Warner Sales	81,000			81,000		
288								
289		*Total Newsstand Income:*		*162,500*			*162,500*	
290								
291		Mailing List Sales	20,950			20,950		
292								
293		*Total Mailing List Income:*		*20,950*			*20,950*	
294								
295		Unclassifieds Sales	8,000			8,000		
296								
297		*Total Unclassifieds Income:*		*8,000*			*8,000*	
298								
299		*TOTAL WER INCOME*			*603,050*			*603,050*
300								
301		*WER EXPENSES*						
302		WER Publishing Pay	0			12,750		
303		WER Publishing OPS	0			0		
304		WER Publishing Misc. Expenses	0			0		
305		WER Publishing Direct Payroll O/H	0			2,486		
306								
307		*Total WER Publishing Expenses:*		*0*			*15,236*	
308								
309		WER Editorial Pay	34,200			45,411		
310		WER Editorial OPS	29,800			29,800		
311		WER Writers and Contributors	26,000			26,000		
312		WER Misc Editorial Expenses	8,000			8,000		
313		WER Research Pay	15,000			15,300		
314		WER Research OPS	0			0		
315		WER Misc. Research Expenses	4,000			4,000		
316		WER Production Pay	58,000			58,013		
317		WER Production OPS	3,000			3,000		
318		WER Outside Production Expense	4,000			4,000		
319		WER Production Supplies	5,000			5,000		
320		WER Edit. & Prod. Direct Payroll O/H	20,904			23,151		
321								
322		*Total WER Editorial & Production Expenses.*		*207,904*			*221,675*	
323								
324		Sub Fulfillment Expenses	40,000			40,000		
325		Sub Fulfillment Postage	0			0		
326		Sub Premium Offers	0			0		
327		MacSUB Fulfillment Pay	35,000			~~30,100~~ 24,400		
328		MacSub Fulfillment OPS	0			0		
329		WER Billing Expenses	0			0		
330		Credit Card Discount - Subs	3,000			3,000		
331		Sub Fulfillment Direct Payroll O/H	6,825			5,879		
332								
333		*Total Sub Fulfillment Expenses:*		*84,825*			~~*79,029*~~ 73,250	
334								
335		WER Pre-Press Expenses	19,000			19,000		
336		Printing WER	98,000			98,000		
337								
338		*Total Magazine Printing Expense:*		*117,000*			*117,000*	
339								
340		Circulation Pay	25,000			28,825		
341		Circulation OPS	0			0		
342		Circulation Promo Expenses	16,000			16,000		
343		Renewal Expenses	25,000			25,000		
344		WER Insert Expenses	6,000			6,000		
345		Circulation-Related Production Pay	0			0		
346		Circulation Direct Payroll O/H	4,875			5,621		
347								
348		*Total Circulation Expenses*		*76,875*			*81,446*	
349								

Circ income

411,600 Sub
162,500 N.S.
20,950 M.L.

~ 595,050

Circ Expenses

Sub Fulf 73,250
Printing 98,000
Circ. 81,446
Newsst. 21,000
ML 3,000

~ 276,700

Net

~ 318,300

realistically:
~ 368 —

goal
~ 410 —

Sales Tax?

	A	B	I	J	K	L	M	N
350		Direct Distributor Expenses	9,000			9,000		
351		Warner Expenses	12,000			12,000		
352								
353		*Total Newsstand Expenses:*		*21,000*			*21,000*	
354								
355		Mailing List Fulfillment	3,000			3,000		
356								
357		*Total Mailing List Rental Expenses:*		*3,000*			*3,000*	
358								
359		*TOTAL WER EXPENSES*			*510,604*			*538,386*
360								
361		*WER DEPARTMENT NET*			*92,446*			*64,664*
362								
363								
364								

Unclassified

	A	B	I	J	K	L	M	N
365		**Projects Department Summar**						
366								
367		*CHRONICLE COLUMN*						
368		Chronicle Income	28,000			28,000		
369			---			---		
370		*Total Chronicle Income:*		*28,000*			*28,000*	
371								
372		Chronicle Pay	18,500			18,500		
373		Chronicle Contributors	6,000			6,000		
374		Chronicle Expenses	0			0		
375		Chronicle Direct Payroll O/H	3,608			3,608		
376			---			---		
377		*Total Chronicle Expenses:*		*28,108*			*28,108*	
378				==========			==========	
379		*CHRONICLE NET*			*-108*			*-108*
380								
381		*HELPING NATURE HEAL*						
382		HNH Royalty Income	5,000			5,000		
383		HNH Production Monies	9,388			9,700		
384			---			---		
385		*Total HNH Income*		*14,388*			*14,700*	
386								
387		HNH Pre-Project Pay	5,114			121		
388		HNH Pre-Project Misc. Expenses	0			0		
389		HNH Editorial & Research Pay	0			2,040		
390		HNH Editorial & Research OPS	0			0		
391		HNH Production Pay	0			2,772		
392		HNH Production OPS	0			0		
393		HNH Project Management Pay	0			701		
394		HNH Misc. Expenses	500			500		
395		HNH Writers & Contributors	5,000			5,000		
396		HNH Literary Agent Commission	0			0		
397		HNH Direct Payroll O/H	997			1,099		
398			---			---		
399		*Total HNH Expenses:*		*11,611*			*12,232*	
400				==========			==========	
401		*HNH BOOK NET*			*2,777*			*2,468*
402								
403		*ECOLOG*						
404		Ecolog Royalty Income	0			0		
405		Ecolog Production Monies	0			0		
406			---			---		
407		*Total Ecolog Income*		*0*			*0*	
408								
409		Ecolog Pre-Project Pay	0			0		
410		Ecolog Pre-Project Misc. Expenses	0			0		
411		Ecolog Editorial & Research Pay	0			0		
412		Ecolog Editorial & Research OPS	0			0		
413		Ecolog Production Pay	0			0		
414		Ecolog Production OPS	0			0		
415		Ecolog Project Management Pay	0			0		
416		Ecolog Misc. Expenses	0			0		
417		Ecolog Writers & Contributors	0			0		
418		Ecolog Literary Agent Commission	0			0		
419		Ecolog Direct Payroll O/H	0			0		
420			---			---		
421		*Total Ecolog Expenses:*		*0*			*0*	
422				==========			==========	
423		*ECOLOG NET*			*0*			*0*
424								
425		*CYBERTHON*						
426		Cyberthon Income	0			0		
427			---			---		
428		*Total Cyberthon Income*		*0*			*0*	
429								
430		Cyberthon Pay	0			0		
431		Cyberthon OPS	0			0		
432		Cyberthon Expenses	0			0		
433		Cyberthon Direct Payroll O/H	0			0		
434			---			---		
435		*Total Cyberthon Expenses:*		*0*			*0*	
436				==========			==========	
437		*CYBERTHON NET*			*0*			*0*
438								

	A	B	I	J	K	L	M	N
439		*WHOLE EARTH INSTITUTE*						
440		Contributions WEI	0			0		
441								
442		*Total WEI Income*		0			0	
443								
444		WEI Fundraising Pay	0			0		
445		WEI Fundraising OPS	0			0		
446		WEI Fundraising Expenses	0			0		
447		WEI Library Project Pay	0			0		
448		WEI Library Project OPS	0			0		
449		WEI Library Project Expenses	0			0		
450		WEI Environmental Project Pay	0			0		
451		WEI Environmental Project OPS	0			0		
452		WEI Environmental Project. Expenses	0			0		
453		WEI Direct Payroll O/H	0			0		
454								
455		*Total WEI Expenses:*		0			0	
456								
457		*WHOLE EARTH INSTITUTE NET*			0			0
458								
459		*(BOOK/PROJECT)*						
460		_____ Royalty Income	0			0		
461		_____ Production Monies	0			0		
462								
463		*Total _____ Income*		0			0	
464								
465		_____ Pre-Project Pay	0			0		
466		_____ Pre-Project Misc. Expenses	0			0		
467		_____ Editorial & Research Pay	0			0		
468		_____ Editorial & Research OPS	0			0		
469		_____ Production Pay	0			0		
470		_____ Production OPS	0			0		
471		_____ Project Management Pay	0			0		
472		_____ Misc. Expenses	0			0		
473		_____ Writers & Contributors	0			0		
474		_____ Literary Agent Commission	0			0		
475		_____ Direct Payroll O/H	0			0		
476								
477		*Total _____ Expenses:*		0			0	
478								
479		*_____ BOOK/PROJECT NET*			0			0
480								
481		*HACKERS CONFERENCE (PASS-THRU GR*						
482		Hackers Grant Income	0			0		
483								
484		*Total Hackers Income:*		0			0	
485								
486		Hackers Grants Paid	0			0		
487								
488		*Total Hackers Expenses:*		0			0	
489								
490		*HACKERS GRANT NET*			0			0
491								
492		*(PASS-THRU GRANT)*						
493		_____ Grant Income	0			0		
494								
495		*Total _____ Grant Income:*		0			0	
496								
497		_____ Grants Paid	0			0		
498								
499		*Total _____ Grant Expenses:*		0			0	
500								
501		*_____ GRANT NET*			0			0
502								
503		*PROJECTS DEPARTMENT NET*			2,669			2,360
504								
505								
506		Point Foundation Net			-119,716			-123,638
507								
508								

	A	B	I	J	K	L	M	N
509		*For Reference (not included as line items a*						
510		Workers Comp:	3,488			3,530		
511		Payroll Taxes:	28,485			28,832		
512		Vacation/Holiday Pay:	19,184			19,417		
513		Medical Benefits:	5,523			5,590		
514		Other Benefits:	0			0		
515			---			---		
516		*Total Payroll-Related Expenses*	*56,679*	*56,679*		*57,370*	*57,370*	
517						57,370		
518								
519								